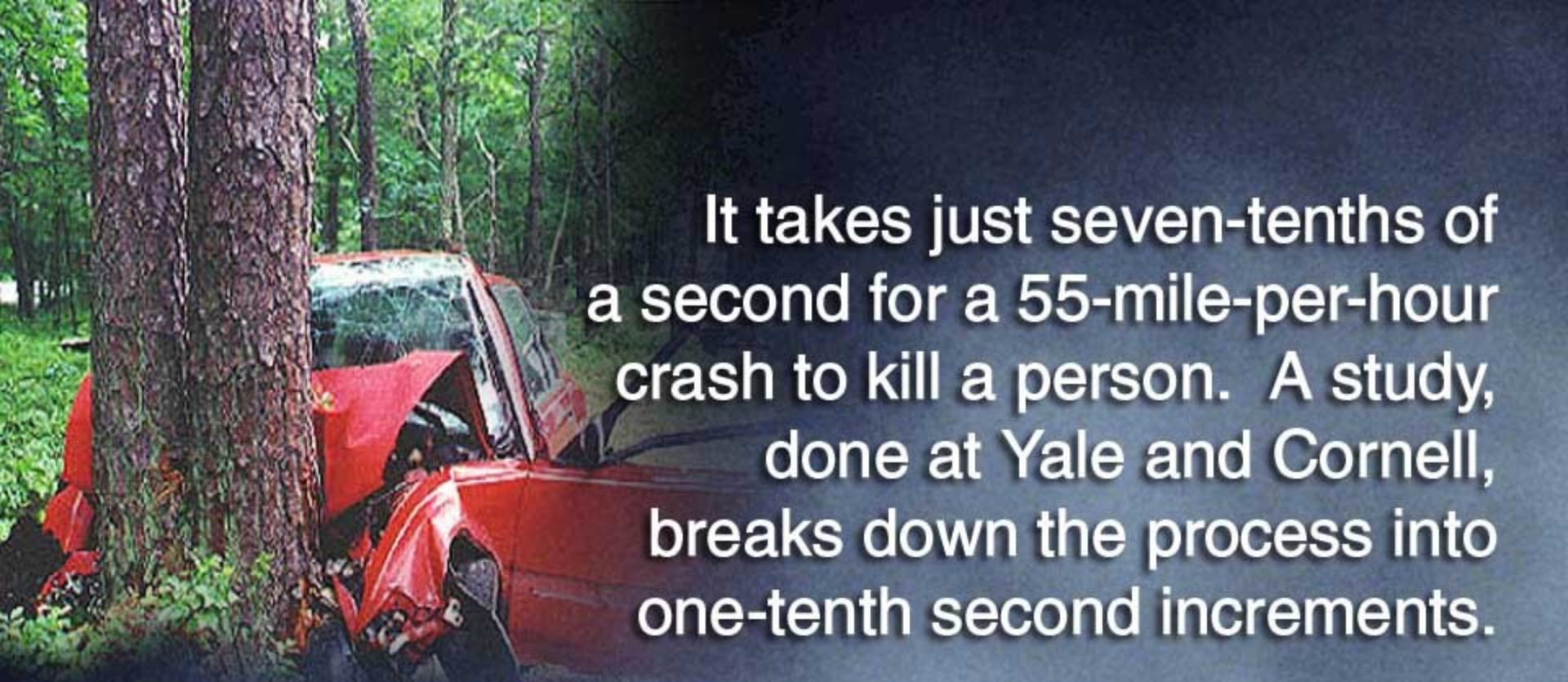




How You Die In Seven-Tenths Of A Second





It takes just seven-tenths of a second for a 55-mile-per-hour crash to kill a person. A study, done at Yale and Cornell, breaks down the process into one-tenth second increments.

NOTE: The injuries sustained by the driver in these scenarios depict lack of seat belt use. Safety belts and air bags, if properly used, could save your life or lessen your injuries.





:0.1

At one-tenth of a second, the front bumper and grillwork collapse. The front tire wheelwells (splash panels) begin to wrap around the solid object. The driver's instinct is to stretch out his or her legs to brace for the impact, but they break at the knee joints.





:0.2

The hood crumples, rises,
and smashes into the windshield.
The grillwork disintegrates and
the rear wheels lift off the road.





:0.3

The driver is sprung upright from the seat, his or her broken knees pressed against the dash, the steering wheel bending in the grip.





:0.4

The front of the car
is destroyed and motionless,
but the rear is still plunging
forward at 55 miles per hour.





:0.5

The driver's fear-frozen hands bend the steering column into the steering wheel shaft. Jagged steel punctures the driver's lungs and arteries.





:0.6

The impact rips the shoes off the driver's feet. The chassis bends in the middle and the driver's head is slammed against the windshield. The rear of the car begins its downward fall and its spinning wheels churn into the earth.





:0.7

The entire body of the car is twisted out of shape. In one final agonizing convulsion, the front seat rams forward, pinning the driver against the steering shaft. Blood spurts from the driver's mouth. Shock has frozen the driver's heart.



FATAL FACTORS IN TRAFFIC MISHAPS

- Speeding
- Drinking and Driving
- Aggressive Driving
- Distracted Driving
- Drowsy Driving
- Not Using A Seat Belt
- Not Yielding the Right of Way



Don't be a statistic...



Drive smart and live to
enjoy every second of
your life.

